

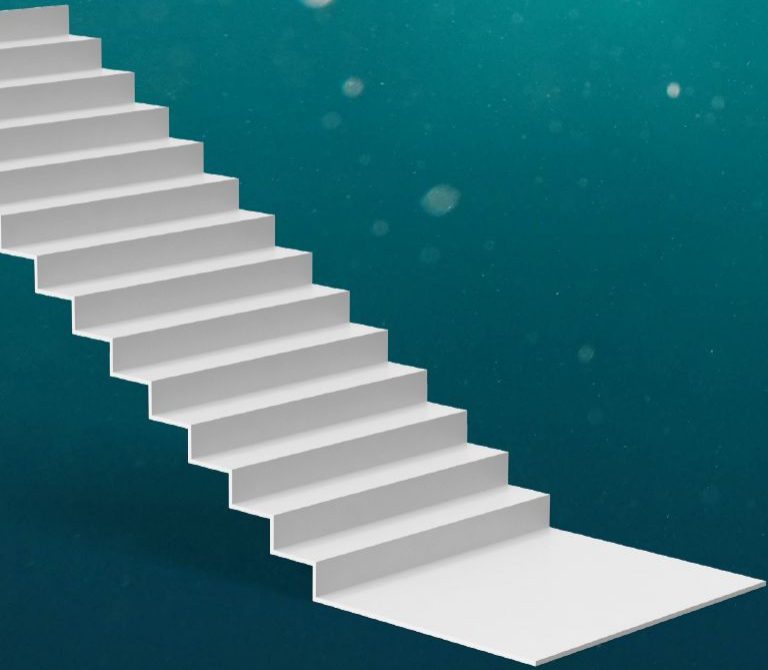
VOUSCON



YR 2024

# future glory

06 / 20-22 / 2024



2024

**+ BRAND +**



# About

- Date: June 20-22
- Location: Miami



# Value of VOUSCon

A conversation in **culture, faith, and leadership** in the heart of Miami, one of the most diverse and fastest growing cities.

## Why?

- + **Expand** your community
- + **Personalize** your faith
- + **Gain** momentum in your areas of influence
- + **Invest** in your future
- + **Impact** your trajectory of growth



# Mission and Pillars

## Purpose of VOUSCon

- + **Encounter: God** (*A Personal Experience*)
- + **Equip: Church** (*Identity & Formational*)
- + **Empower: Next Generation Leaders** (*Influence & Future*)

How are we equipping + empowering people practically to grow their influence and areas of impact?



# VOUSCon Methods

*How do we encounter God, equip the Church, and empower next generation leaders?*

## CULTURE

**We meet people where they are.**

We adapt our methods to contextualize our message.

We champion creativity as a conversation starter for faith.

We celebrate creative expression as a gateway to glorify God.

## FAITH

**We believe faith is activated when it's personal.**

We create environments for people to examine their faith.

We pursue values that elevate our living and anchor us to Jesus.

We don't shy away from opportunities to expand people's current perspectives.

## LEADERSHIP

**We are intentionally creating a pathway of growth and purpose for others.**

We create applicable frameworks of leadership.

We invest in new technology and experiences that equip and empower.



# VOUSCon Methods

*How do we encounter God, equip the Church, and empower next generation leaders?*

## CULTURE

**GOAL:** Lean and speak into current cultural themes within the Church and secular spaces.

**APPLICATION:**

- Guests
- Programming
- Activations
- Brand Partnerships / Collabs
- Environmental Spaces
- Merch
- Parties
- Workouts
- Art
- Music
- Food

## FAITH

**GOAL:** Strengthen and align faith for mission work.

**APPLICATION:**

- Session Content
- Worship Experiences
- Prayer Rooms
- Guided Prayer Activations
- Holy Yoga
- Mental Health Breakouts
- Counseling Touchpoints
- Guided Breathing Workshop
- Listening Sound Booths
- Resting / Reading Rooms

## LEADERSHIP

**GOAL:** Create a pathway of growth and purpose.

**APPLICATION:**

- Create & Distribute Content
- Leadership Lunches
- Breakout Panels
- Experiential Lounges
- Interest Focused Meetups
- VOUS Brand Explorations

# Theme: Future Glory

## Romans 8

*18 I consider that our present sufferings are not worth comparing with the glory that will be revealed in us. 19 For the creation waits in eager expectation for the children of God to be revealed. 20 For the creation was subjected to frustration, not by its own choice, but by the will of the one who subjected it, in hope 21 that[h] the creation itself will be liberated from its bondage to decay and brought into the freedom and glory of the children of God.*

### Present hard times

### Coming good times

- The Way
- The “suffering” is worth it
- Hope is a rope
- Promises
- Generations
- Keep preaching
- Keep showing up
- Home is a journey
- Waiting



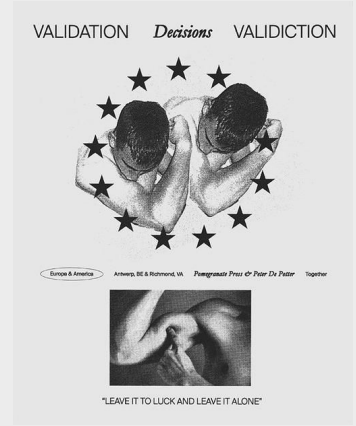
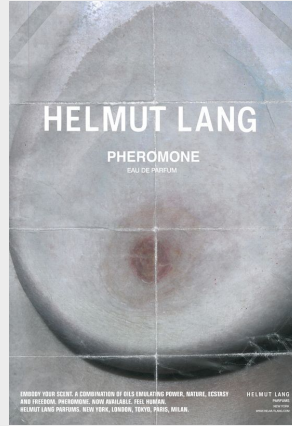


2024

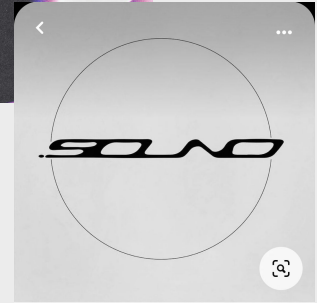
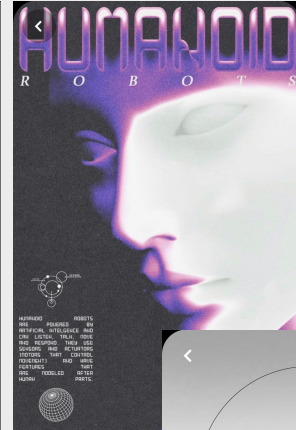
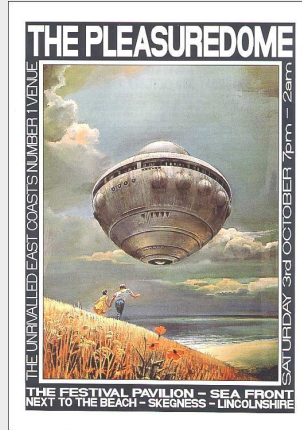
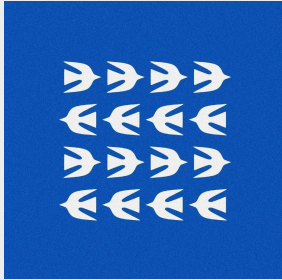
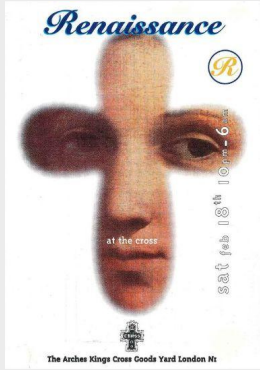
+ CRTV +



# Design Refs



# Design Refs



# Design Refs

The contrast of tension

present suffering

future glory

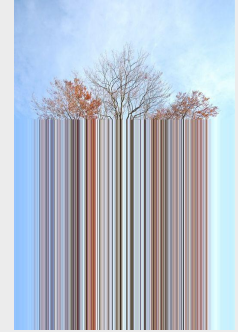
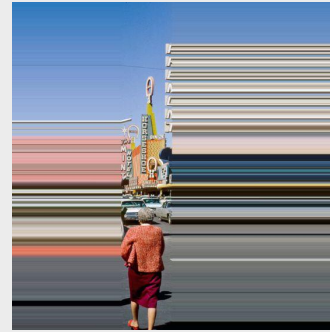
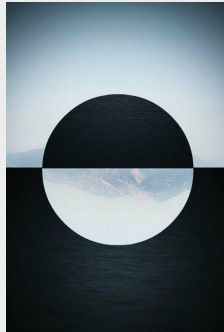
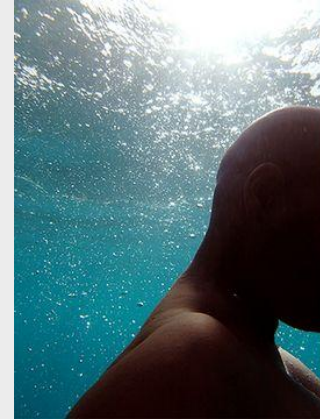
earth

heaven

here

there

and the intersection where those two things touch — that's faith



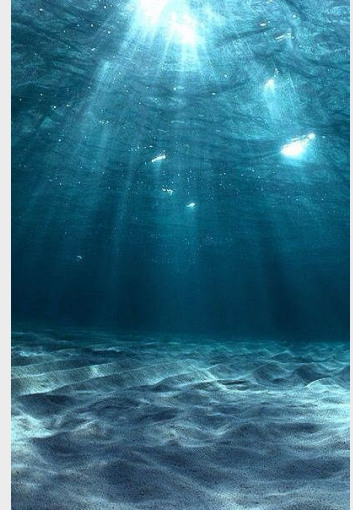
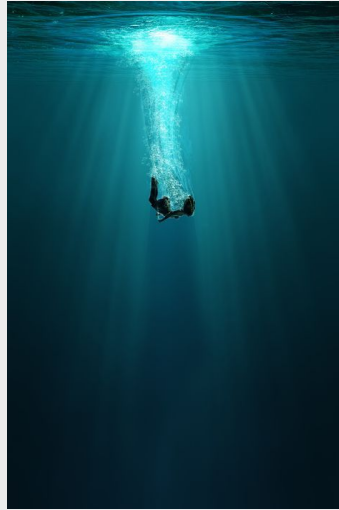
# Video Titles





# Web Refs

- Underwater



# Social Refs

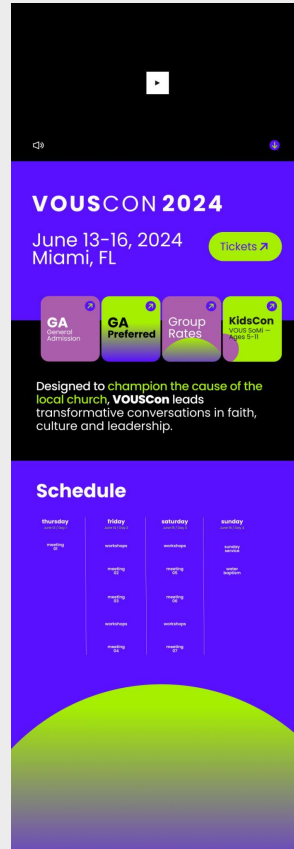
- Underwater





# Web

- Hero (Trailer Video)
- Theme Copy
- Ticket types
- Schedule (Macro)
- Experience



2024

# + ART DIRECTION +



# VOUSCon



VOUSCON  YR 2024

*future  
glory*

06 / 20-22 / 2024

↑



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# VOUSCon Design *Deck*



# Stage Design

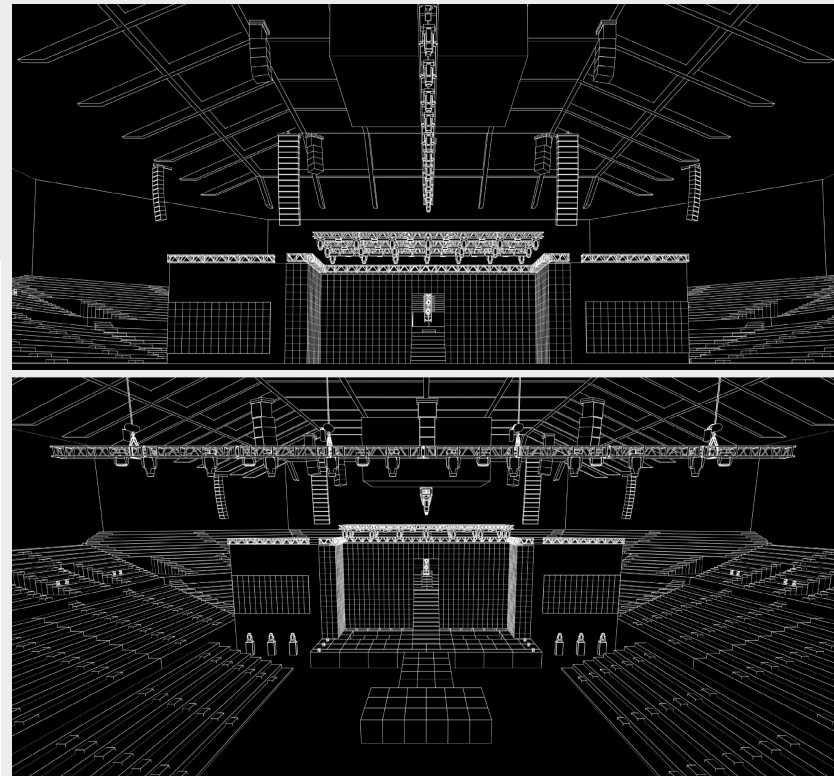
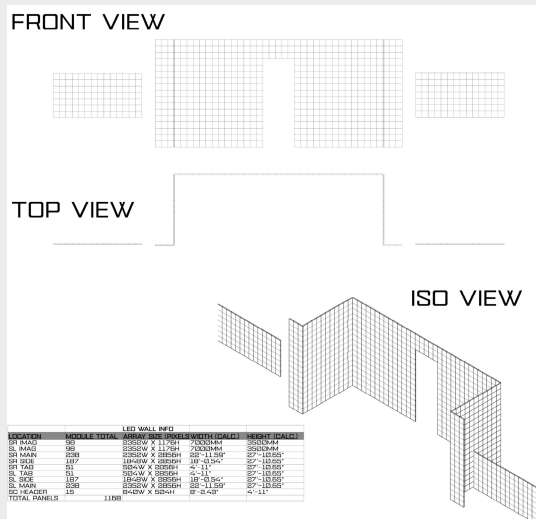
## SPECS

### Main LED (5)

- Center
- Left
- Right
- Flaps (2)

### Side LED (2)

- Left
- Right

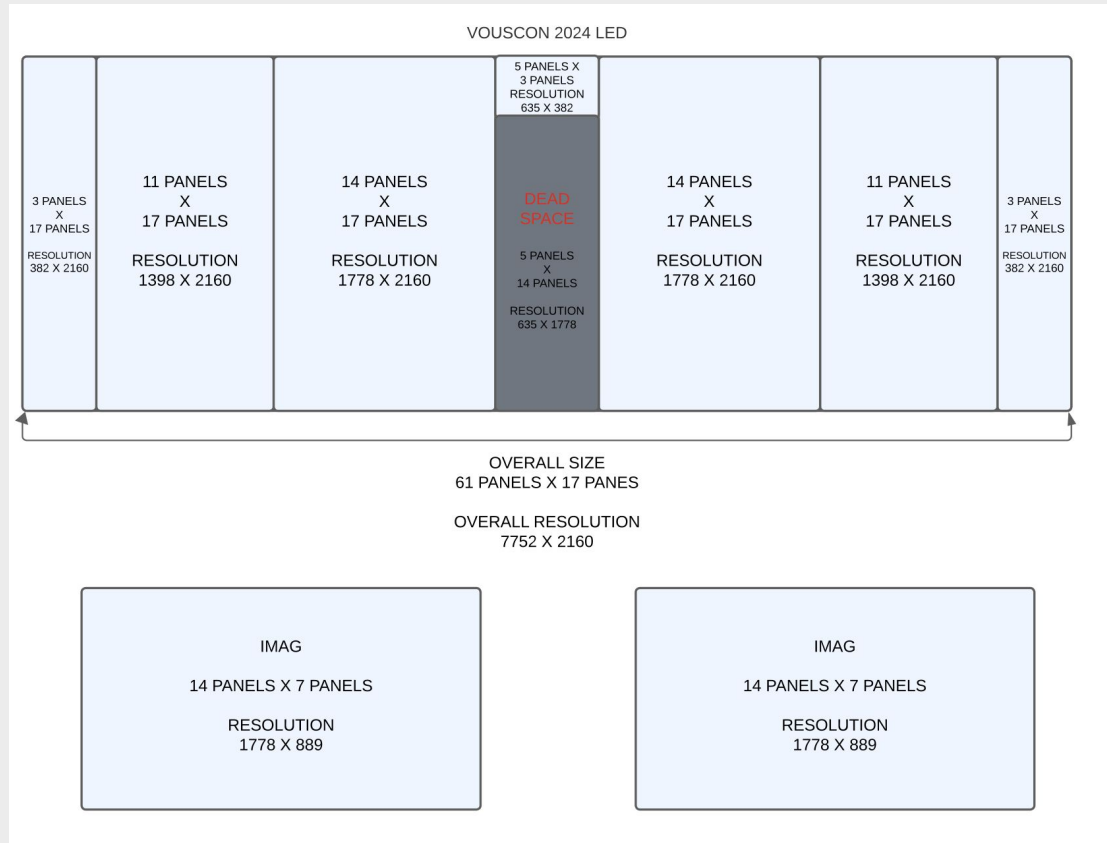


# Stage Specs

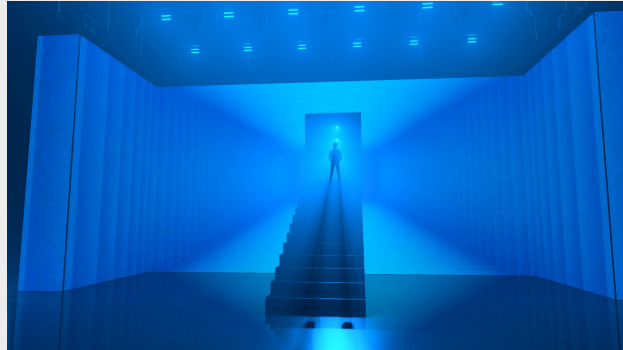
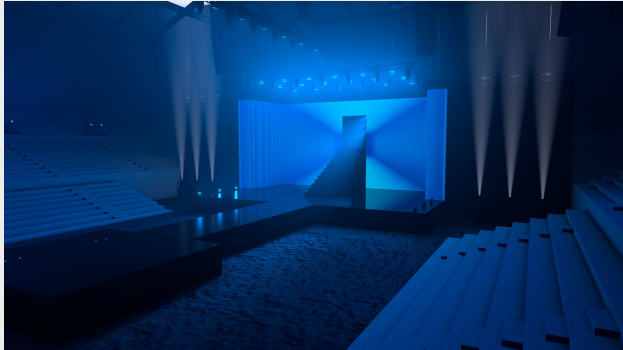
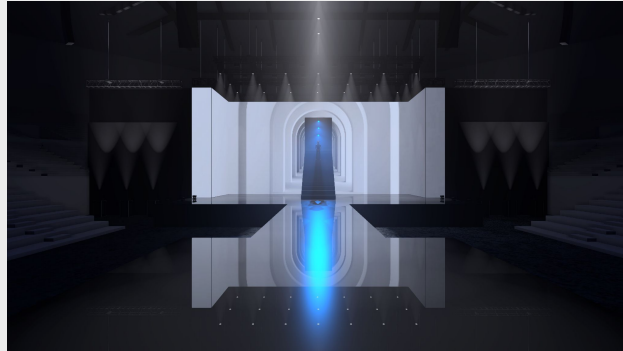
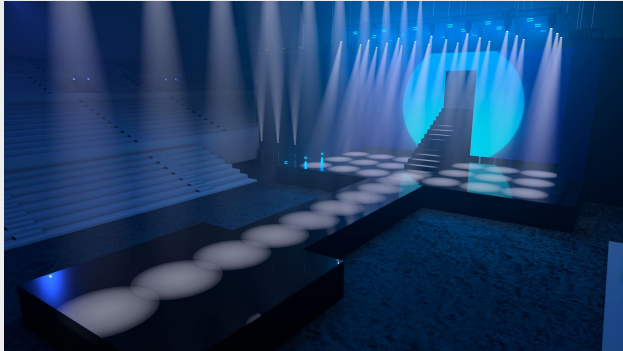
## SPECS HERE

MAIN LED:  
**7752 x 2160**

SIDE SCREENS:  
**1778 x 889**



# Render / Ideas



# Jumbotron

Displaying:

- Lyrics
- Moods / Colors





# + MOODBOARD +



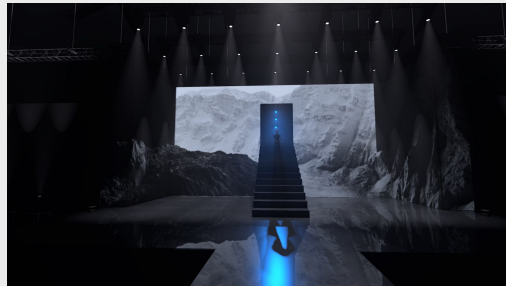
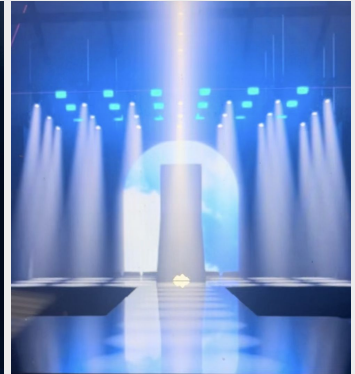
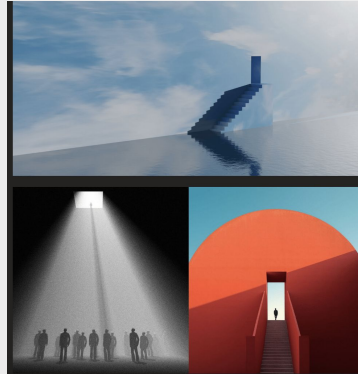
# Moodboard

## Keywords

### Future + Glory

- Magnificence
- Grandeur
- Majestic
- Wonder
- Splendor
- Surreal

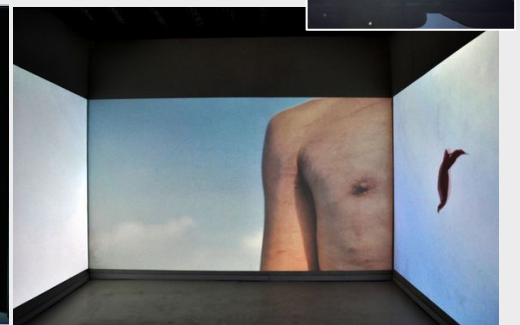
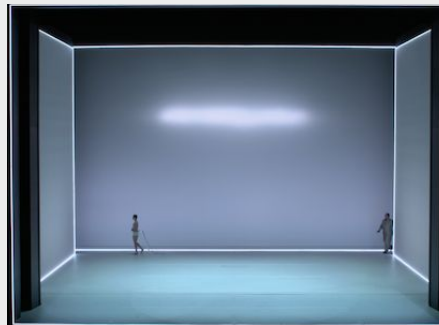
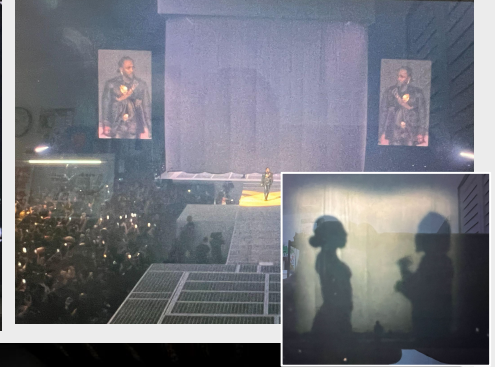
“Room”



# Main LED Use

## Ideas

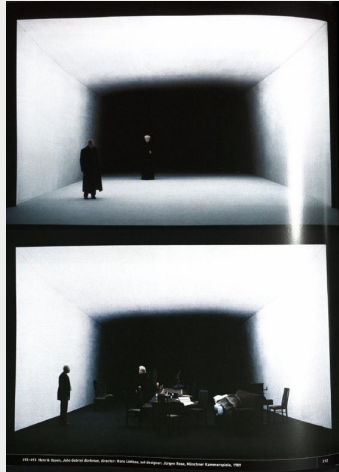
1. Solid Color
2. Vignette
3. Scrim - Make it look textured
4. Fabric BG
5. Glowing Edges
6. Three separate visuals



# Main LED Use

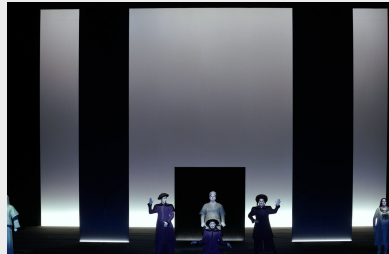
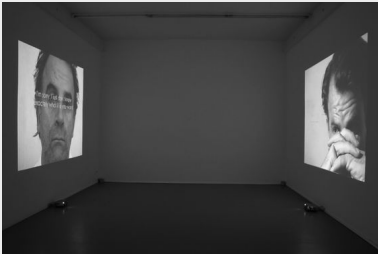
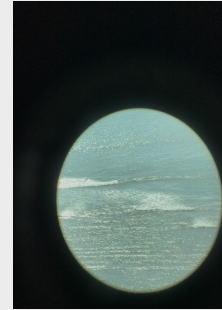
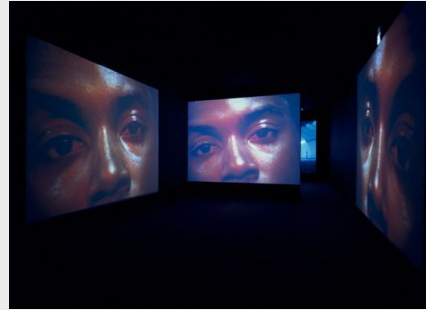
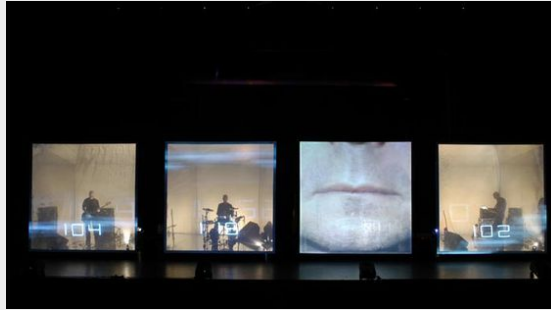
## Ideas

1. Two tone focal point
2. Interesting layers
3. Infinite Stairs:  
LED to Stage  
Prop



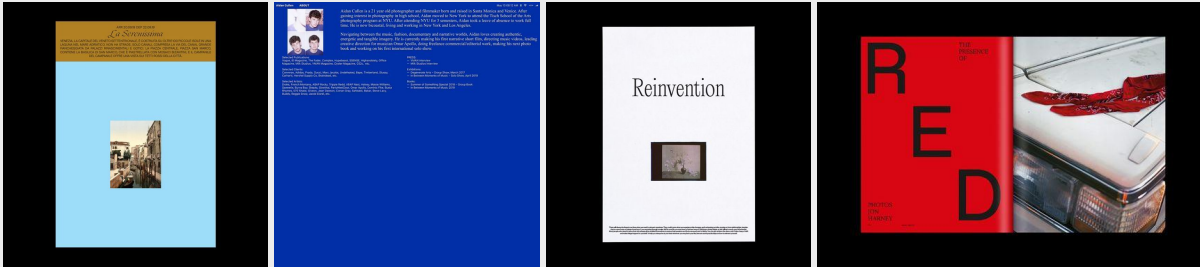
# Main LED Use

Use of Black: Focus / Split Screen



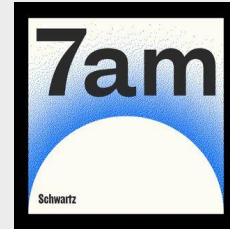
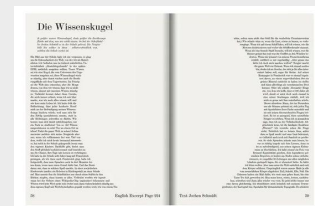
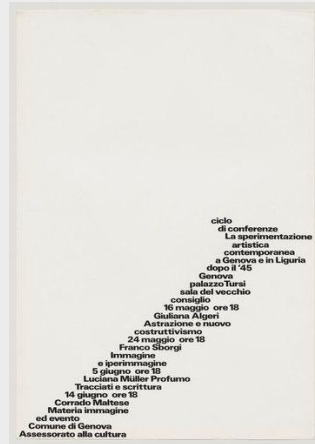
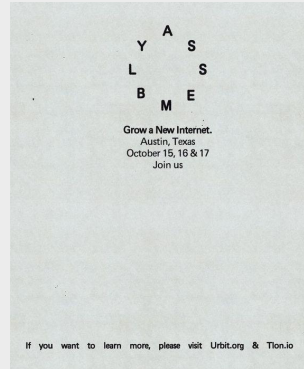
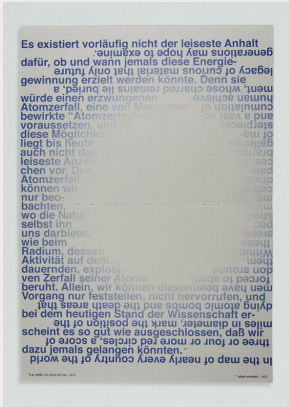
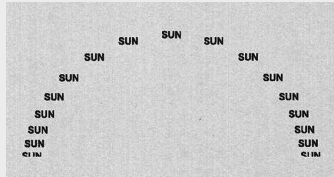
# Text Layout

Unconventional: Think of layouts that make screen feel interesting / artistic



# Text Layout

Unconventional: Think of layouts that make screen feel interesting / artistic



# Interesting Visuals

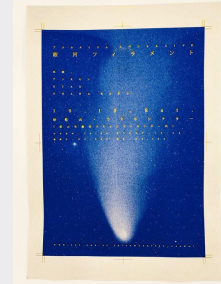
Church / Community / Fellowship / Assembly / Generational





# Interesting Visuals

Realism / Textures / Colors / Layouts



# + MEETING CONCEPTS +



# Meeting 01

**Thursday  
Night**

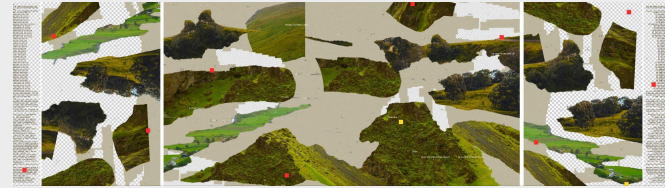
**Notes:**

- Opener
- Potential starting blacked out
- Pastor Rich preaching
- People on stage (stairs?)

**Keywords:**

- Futuristic Realism

**HOST**



**SERMON**



**WALK OUT**



# Meeting 02

Friday  
Morning

## Notes:

- **HOME TEAM**
- Sermon with multiple speakers
- Stripped back Worship
- 6 LEDs
  - a. Potentially  
1 Per Speaker

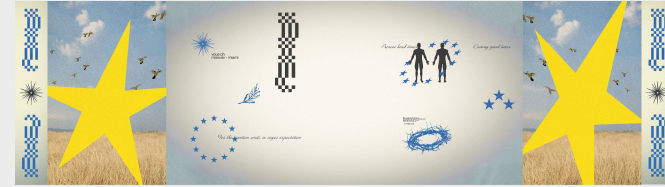
## Keywords:

- Tag Team
- Battle

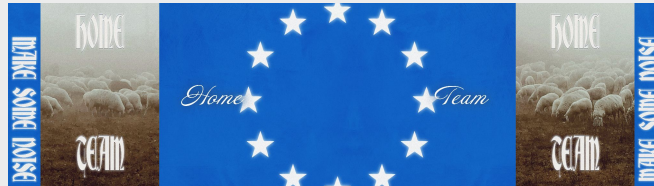
WALK IN



HOST



SERMON



WALK OUT



# Meeting 03

Friday  
Afternoon

**Notes:**

- WIV Debut
- Standard Hosting / Sermon

**Keywords:**

- EDITORIAL

WALK IN



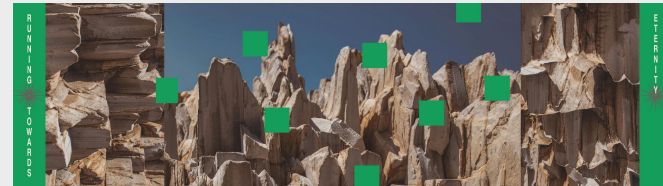
HOST



SERMON



WALK OUT



# Meeting 04

Friday  
Afternoon

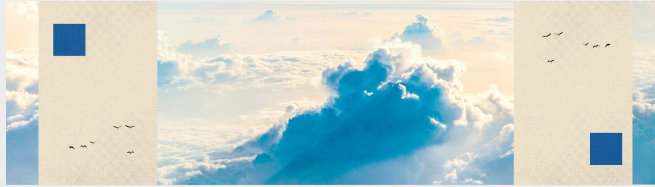
**Keywords:**

- James Turrell
- Playing with light + feeling
- Color: Glory
  - White / Amber / Blue

**Notes:**

- Creative Opener
- *Theology with Tension*
  - *Future Glory*
- Panel

WALK IN



SERMON



HOST / PANEL



WALK OUT



# Meeting 05

**Friday Night**

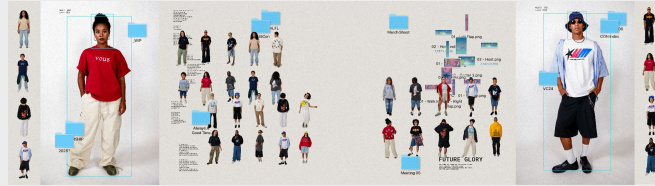
**Notes:**

- Revival Night w Kari + Cody
- Pre-Show
- Sermon

**Keywords:**

- Organic
- Reality
- Photographic

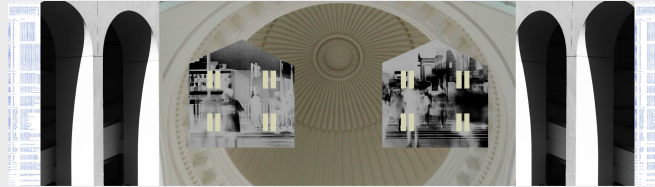
**WALK IN**



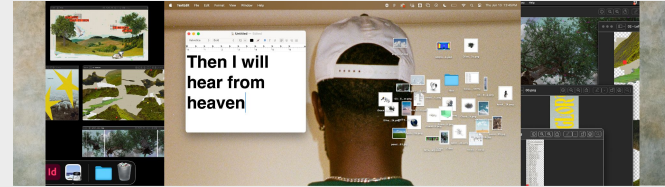
**HOST**



**SERMON**



**WALK OUT**



# Meeting 06

**Saturday  
Morning**

**Notes:**

- Prayer Moment
- Communion
- Sermon
- Baptism Call

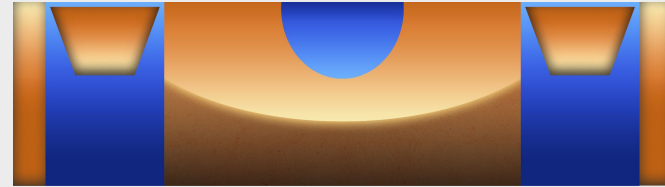
**Keywords:**

- Prayer Mood
- Portal to Prayer
- Windows into the Soul / Heaven
- Worlds Colliding
  - Heaven on Earth

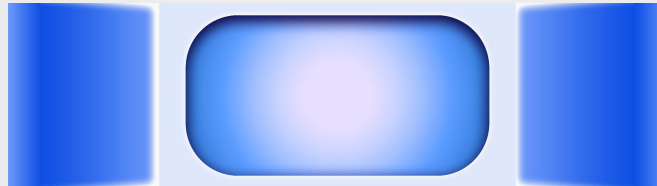
**WALK IN**



**HOST**



**SERMON**



**WALK OUT**

